**VIJAY P**

**SR. SALESFORCE DEVELOPER/ADMIN**

**Summary:**

* **7+ Years** of experience in all phases of Software Development Life Cycle (**SDLC**) including requirements analysis, design specification, coding and testing of enterprise applications and good experience with **Salesforce.com CRM, Force.com Platform** as Developer/Administrator.
* Strong implementation and rollout experience with salesforce.com CRM (**Sales Cloud, Service Cloud, Community, and Marketing cloud**), Collaboration cloud, Communities, Sites and Force.com platform.
* Experience in Salesforce.com **MVC architecture**, designed and developed business layers with Controllers (Custom, Extension classes) using **Apex** and presentation layer with **Visualforce pages**.
* Strong experience in designing and developing **Salesforce customizations** using **Apex Classes**, **Triggers** and **Visualforce pages** with Custom, Extension controllers.
* Extensive experience as a **MS SQL Server Developer 2012/2008 (R2/R1)/2005/2000/SSRS/SSIS** in various Industries like finance and banking and utility.
* Written batch classes to process a large volume of data using **Apex Batch** interface and executed **batch classes** to run at scheduled intervals by implementing schedulable interfaces.
* Applied Design variations & custom Aura design tokens to the Base **Lightning Components** **Aura components and Lightning web components (LWC).**
* Experience in integrating enterprise applications with salesforce.com both Inbound and Outbound by writing **Apex SOAP, REST apex** web service for **Inbound** calls to Salesforce.
* Software Development Tools, Methodologies & Environments: **Rapid Application Design (RAD), Toad for Oracle SQL,** PL/SQL., Stored Procedures, Serena Dimensions, GitHub, Business Objects, Captiva, Documentum, **Jenkins, Vlocity, Salesforce.**
* Experienced with Salesforce.com **Web Services APIs- Force.com SOAP and REST based Web Services APIs, the Bulk API and the Metadata API.**
* Written Apex callouts to external applications by using **HTTP** Request classes.
* Setup, maintain and optimize Email marketing campaign utilizing Exact Target/Salesforce Marketing Cloud
* Upgraded from **Exact target 1.0 to Salesforce Marketing 2.0.**
* Designed and Developed **Vlocity CPQ** for couple of telecom clients.
* Configure salesforce and markeing **cloud integration** user along with configuration in salesforce.
* Support the **Email Marketin**g Manager in the development of new business requirements.
* Strong experienced in writing/manipulating salesforce.com platform data using **SOQL, SOSL queries** and worked with large data volume manipulations.
* Worked on developing rich user interfaces using Visualforce pages with standard components, CSS, **JavaScript, jQuery** and developed Custom Visualforce Components.
* Experienced in integrations is handled by automated build and **testing systems using Jenkins.**
* Design and Develop customer solutions in **Vlocity, Visualforce, Apex, CSS, Javascript and other technologies.**
* Proficient in salesforce.com administrative activities: Creating Users, Roles, Profiles, Record Types, Validation rules, **Page Layouts, Search layouts**, Sharing Rules, Email Services.
* Expertise in **Data Synchronization, Data Modeling, Data Extraction**, Transformation, Data Loading, Scheduling, and Monitoring using ETL tools like **Apex Data Loader, Informatica Power center** and Informatica on Demand.
* Strong experience in building business logic using a declarative configuration like **Workflow Rules**, Approval Process and associated actions like **Field Update**, **Email Alert** and Creating a Task.
* Proficient in creating **Lightning applications**, combining **Lightning design system, Lightning App** builder and **Lightning** component features.
* Worked on multiple Number of lightning Web Components (LWC) and allowed the **LWC to manipulate the DOM instead of JavaScript.**
* Involved in developing salesforce **Lightning Apps, Components, Controllers** and **Events**.
* Developed Salesforce1 **Lightning components** to replace existing Visualforce pages in the Lightning experience using **Lightning Design System Styles**, Components and **JavaScript controllers**.
* Enabled **Aura Framework**, by adding **Aura Attributes** and **Aura Handlers** for Events to focus on Logic and Interactions in **Lightning Applications**.
* Implemented **CTI integration** with **cloud technology** and **on-premise infrastructure** for Salesforce.
* Strong UI experience in building front-end development using **HTML5/HTML,** CSS3/CSS2, Bootstrap, Java Script, jQuery and **jQuery UI**.
* Proficient in **Oracle, MS SQL Server, MySQL databases, SQL, PL/SQL** Stored procedures, Functions, Triggers, and Packages.
* Involved in end-to-end **QA and UAT testing and validation of CPQ** including products, pricing and quoting.
* Various pricing factors like **variance pricing, volume-based pricing**, attribute-based pricing has been configured by using **CPQ.**
* Delivering implementations on the **Salesforce Commerce Cloud platform** for major worldwide brands.
* Good experience in developing web applications using **Java, J2EE, Servlets**, JSP, Struts, Hibernate and deployed in Tomcat servers.
* Good experience in interacting with business users, business analysts for Requirements capturing, analyzing and documenting and letting business users know constraints with the salesforce limitations.
* Ability to meet deadlines and handle pressure in coordinating multiple tasks in a work/project environment.
* Excellent communication and interpersonal skills, accustomed to working in both large and small team environments.

**Certifications:**

* Salesforce Certified Administrator
* Salesforce Platform Developer 1

**Education:**

* Masters in Information Technology from American National University. 2018
* Bachelors in Computer Applications from Mumbai University. India 2014.

**Technical Skills:**

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| --- | --- |
| **Salesforce Technologies** | Apex Language, Apex Classes/Controllers, Apex Triggers, SOQL, SOSL, Visualforce Pages/Components & Controllers, S-Controls, Apex Web Services, Apex Data Loader, Force.com Apex Explorer, AJAX, Dashboards, Lightning, Reports, Analytic Snapshots, Custom Objects, Force.com Eclipse IDE Plug-in, Jitterbit, Workflow rule, Approvals, Case Management Automation. |
| **Force.com Configuration:** | SFDC Standard Object Configuration: Campaigns, Leads, Accounts, Contacts, Opportunities, Price Books, Products, Assets, Contracts, Cases, Solutions, Ideas, Cases, Solutions, Ideas, Queues, Quotes and Custom Object development, Field creation, Page Layout creation/editing, Related list customization, Record Types, Field Level and Object level security, role hierarchies, sharing models, Workflow: time-dependent actions, field updates, email alerts, task creation, Reports, Dashboards, Formula Fields and Cross Object Formula Fields, Configuration Skills, Overall User Management. |
| **Languages** | Apex, Visualforce, Java, HTML, CSS, PL-SQL, C. |
| **Database** | MS SQL Server 2000/2005, PL/SQL, Oracle 8i/9i/10g, MS Access, and DB2. |
| **SDLC** | Rational Unified Process (RUP), UML, use cases and Use case diagrams, Class/ State diagrams, Entity Relationship Diagrams, Agile methodology / Scrum, Waterfall methodology, V model. |
| **Deployment Tools**  | Force.com IDE, Force.com Migration Tool (ANT). |
| **Net Technologies**  | ASP.NET, ADO.NET, AJAX, Web Services, WCF. |

**PROJECTS:**

**Client: Be the Match (NMDP), Minneapolis, MN Feb 2020 – Present**

**Role: Sr. Salesforce Developer/Admin**

**Description:** Be the Match also known as National Marrow Donor Program is a federal funded organization where donor and the recipient are registered and where it is matching the marrow transfer takes place. We had many software tools being used and the organization wanted to use one single tool, salesforce for all its management work.

**Responsibilities:**

* Worked under Agile SDLC using Scrum methodology.
* Designed, developed and deployed **Apex Classes, Controller Classes, Extensions, Components, Batch Apex classes, Scheduled Apex classes, test classes and Apex Triggers** for various functional needs in the application using the Eclipse IDE.
* Performed **Apttus CPQ** related configuration for product setup, approval matrices, approval rules, process builders and flows.
* Building SOQL & SOSL statements using APEX classes.
* Worked on **Vlocity Salesforce AppExchange** App and various Omni-scripts to build custom user-friendly UI for create and edit actions with core **Vlocity team.**
* Used Salesforce.com developer toolkit including **Apex Classes, Controllers and Triggers, Force.com IDE, Migration Tool, Web Services API.**
* Downloaded the data from **DB2 database to SQL Server** using stored procedure
* Involved in **CLM (Contract cycle management**) and **CPQ (Configure, Price& Quote**) design mapping to the Salesforce custom objects including Apttus Advanced **Workflow Approvals.**
* Worked on **Apttus products** when interfacing with Sales, product development team members and the legal Team.
* Design and develop **APEX classes, APEX triggers, Vlocity Custom Controllers, Controller extensions.**
* Professional on base **Lightning components** are available as Aura components and as **Lightning web components**.
* Good in Develop, defining, roll-out the **Release Management Strategy and Release Planning Process.**
* Worked on multiple Number of **lightning Web Components and allowed the LWC** to manipulate the DOM instead of JavaScript.
* Replaced all the **JavaScript buttons with Quick Actions or Lightning Components** in Lightning.
* Developed **Lightning apps** using **Lightning Components** and made them compatible with salesforce1 mobile app.
* Developed **Apex Classes & Triggers** to implement the business logic as per the requirements.
* Built reusable UI components and pages with **Lightning component framework**.
* Worked on **Salesforce Lightning Components** for building customized components replacing the existing ones.
* Embedded **Lightning Components** in **Visual force page** by using new Lightning Out feature by event-driven programming.
* **Creating Lightning Components** and used **Salesforce Lightning Design System (SLDS)** to convert existing Visulalforce pages to lightning components.
* Imported/Exported the data **from SQL server from/to .csv and excel format using Sql Server** import and export Wizard.
* Created Apex methods for the **lightning controller and helper methods to perform DML** operations on the case records.
* Worked with business user groups to gather requirements for **CRM implementation**.
* Implemented **sales cloud,** **service cloud and** marketing cloud using Pardot.
* Created a user interface in Lightning using **Aura components, CSS3**, Bootstrap for a user to enter case details and submit in to **Salesforce.**
* **Used Salesforce1 simulator** during the development to test if the **lightning components** works properly on the mobile device.
* Developed **Lightning components** and used **Lightning App builder** to use those components in Lightning pages.
* Upgraded some **Apps from Salesforce Classic** to **Lightning** Experience to develop rich user interface and better interaction of pages.
* Retrieved some data and its functionality from **Third-Party API's** and displayed within the **lightning component.**
* Created multiple **Lightning Components, added CSS3** and Design Parameters that makes the **Lightning** component look and feel better.
* Leveraged **APEX Controller** to make a call for external requests to retrieve data from various A**PI's** and displayed them on to the component.
* Minimized code in **JavaScript Controllers** by adding reusable functions in **Helper Component.**
* Administered **Salesforce CRM applications** for Sales, Marketing and Support Departments. Involved in creating multiple analytical reports, with varying degree of complexity
* Updated the **APEX Controller** and Helper functions regularly making the **Component Context Aware** as per business requirement.
* Tested apps by appending multiple components to a **Lightning Application** thereby deployed Applications from Sandbox to Production.
* Hands on experience in **Apttus CPQ** to streamline configuration also to ensure pricing and quoting accuracy.
* Developed Custom business logic using **Apex (Classes, Triggers, Components, JavaScript, CSS3**, and HTML5**), Visual force Pages and Controller Classes** for various functional needs.
* Developed **Visual Force Pages and Visual Force Custom Controllers**. Proficiency in Anonymous Apex.
* Involved in **Data Migration and established SaaS solutions.**
* Experienced in Bulk **Data Upload/Migration Strategy** from Legacy System to Oracle **Big Machines CPQ Cloud.**
* Implemented batch classes to provide **Data Migration** without loss of data/ to avoid corruption of data.
* Implemented Change Sets Deployment. Developed **Test classes** and increased the **code coverage**
* Created page layouts to organize fields, custom buttons, custom links, related lists, and other components on a record detail and edit pages.
* Created workflow rules and defined related tasks, time-triggered tasks, email alerts and field updates to implement business logic.
* Created Custom Objects and defined lookup and master-detail relationships on the objects. Also created junction objects to establish connectivity among objects.

**Environment**: Saleforce.com platform, Lightning components, Lightning App Builder Apex Language, SOQL, SOSL, Visual Force (Pages, Components, Controllers & Extensions), Apex Triggers, Eclipse IDE Plug-in, Vlocity, LWC, Apttus CPQ, Lightning web components LWC, Sublime Mavens Mate Plug-in, Developer Console, Force.com Beta Explorer, SQL Server, HTML5, CSS3 and JavaScript.

**Client: Ameriprise Financial- New York, NY Dec 2018 – Jan 2020**

**Role: Salesforce Developer/Admin**

**Description:** Ameriprise Financial, is a diversified financial services company. Ameriprise Financial engages in business through its subsidiaries, providing financial planning, products and services, including [wealth management](https://en.wikipedia.org/wiki/Wealth_management), [asset management](https://en.wikipedia.org/wiki/Asset_management), [insurance](https://en.wikipedia.org/wiki/Insurance), [annuities,](https://en.wikipedia.org/wiki/Annuity_%28US_financial_products%29) and [estate planning](https://en.wikipedia.org/wiki/Estate_planning).

**Responsibilities:**

* Develop customized solutions within the **Salesforce platform to support critical business** functions and meet project objectives, client requirements and company goals
* Manage daily support and maintenance of internal **Salesforce instance**, and conduct long-term improvement operations to ensure compatibility with evolving mission requirements
* Created modern Enterprise **Lightning Apps** combining **Lightning Design** System, **Lightning App Builder** and **Lightning Component** features.
* Used refined global search in **Lightning** by developing Apex classes and Controllers.
* Maintenance of installed **Managed Packages** in **Lightning** using Apex. Experienced in using **Data Migration** tool called **Data Loader**.
* Visualforce Pages for **Lightning Experience**, Alternates for **Java Script Codes**, Sharing Visualforce pages between **Classic** and **Lightning**.
* Developed event-based integration solutions with Salesforce platform events, **Apex Triggers, Apex classes, REST API, JWT t**okens and made sure integrations solution can communicate with on premise system by creating listeners in the **absence of API gateway.**
* Developed **SSIS Packages to Extract, Transform** and Load (ETL)/DTS data into the Data warehouse from Heterogeneous databases such as Oracle, DB2, Sybase and MS Access.
* Used **ETL (SSIS) to develop jobs** for extracting, cleaning, transforming and loading data into data warehouse.
* Used **field level security** along with page layouts in **Lightning** to manage access to certain fields.
* Provide system administration support of internal and customer-facing Salesforce environment, especially related to customized applications, user permissions, security settings, custom objects and workflow
* Collaborate with various internal departments, including marketing, product development and operations, to ensure **Salesforce environment supports** internal needs relating to **functionality and performance**
* Developed the process for converting existing **metadata into** the **new SFDX unlocked** packages.
* Worked with **Apex Classes, Controllers - Custom, Extension, List Controllers, Apex Triggers**, Batch classes to meet business requirements.
* Setup, maintain and optimize Email marketing campaign utilizing **Exact Target/Salesforce Marketing Cloud**
* Upgraded from Exact target **1.0 to Salesforce Marketing 2.0.**
* Setup and Implemented **Salesforce marketing** **cloud 2.0 org.**
* Worked with **SOQL** relationship queries to give optimal performance in the **Apex Classes and Triggers.**
* Created rich **UI using HTML5, CSS, JavaScript** **and Ajax AngularJS in the Visualforce pages**.
* Integrated with an external system by making Callouts from Salesforce using Apex web services (Http classes) for getting data and updating in salesforce.
* Written **Apex REST web services** for accessing **CRM data** and showing an external web application for internal users.
* Worked on **Salesforce** community cloud to provide access to employees, customers and partners to Salesforce data.
* Developed **Lightning** components using Aura Framework which also included client-side AngularJS
* Created **Force.com** Sites for external users and configured public access to accommodate data access in Visualforce pages.
* Developed Lightning components and **Lightning Apps** to provide better and more interactive interfaces to end users, which help in sales enhancements
* Developed Apex test utility classes, test methods and achieved 90% of code coverage across the organization by reducing test methods.
* Worked on Service Cloud, Sales Cloud, supported Cases, developed Workflows and Triggers for automated case resolutions.
* Worked with force.com migration tool for deploying components across Sandbox and Production orgs.

**Environment**: Saleforce.com, Salesforce Lightning, Marketing Cloud, SOSL, SOQL, Data Loader, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, Web Services API, Sales cloud, Email Services, Security Controls, Sandbox data loading, SQL Server, Workbench.

**Client: ForcePoint - Herndon, VA Nov 2017 – Nov 2018**

**Role: Salesforce Developer/Admin**

**Description:** Forcepoint is transforming cyber security by focusing on what matters most: understanding people’s intent as they interact with critical data and intellectual property wherever it resides. Project goal is tenable companies to empower employees with unobstructed access to confidential data while protecting intellectual property and simplifying compliance.

**Responsibilities:**

* Developed **Apex Classes**, Controller Classes and **Apex Triggers on Force.com** for various functional needs in the application and also experienced in creating lighting pages inside lighting Community builder
* Triggered interface events by user interactions, which includes Lightning Component framework and also involved in **building Lightning Components** using the **aura framework.**
* Also embedded Lightning Components in **Visual Force Page** by using new Lightning out feature by Event-Driven Programming.
* Worked on **Salesforce Platform to build Mobile** App by enabling lightning components for use in the **Salesforce1** mobile platform to make Lightning application to mobile.
* Created Lightning page with some customizations based on the components used and created the **Lightning app, Added Lightning Component to Lightning** Pages and Record Pages. Have worked on **Apex classes**, Visualforce Pages, Controller classes **and Apex Triggers** for various functional needs in the application.
* Code, Test, and Debug new and existing applications, as well as research and fact-find to assist in development and modifications
* Experience in **Administration**, **Configuration**, **Implementation**, **Lightning**, and support experience with **Salesforce platform**
* Worked on **Lightning Process builder**flows**, Connect API**, **Chatter** and **quick Action**
* Good Experience on **Salesforce Lightning.** Experience in third party integration with ERP (Marketing Cloud, Service Cloud).
* Created modern **Enterprise Lightning Apps** combining **Lightning Design System, Lightning App Builder**and**Lightning Component features.**
* **Upgraded** some Apps from **Salesforce Classic to Lightning Experience** to develop rich user interface and better interaction of pages.
* Worked on **Salesforce1 Platform** to build Mobile App by enabling **Lightning Components** for use in Salesforce1 mobile platform to make Lightning Application mobile.
* Troubleshoot coding / configuration / installation issues of basic to medium complexity; works with software vendors as needed
* Provided development, implementation, and updating focus on **Sales cloud and Service cloud.**
* Integrated with Salesforce by using **Marketing cloud connector (V5).**
* Created **Page Layouts** to organize fields, custom links, related lists, and other components on record pages.
* Implemented **Case Assignment** Rules to direct the case to an appropriate group such as **Stories and PCS** Central Support.
* Managed ongoing support requests and **administrative** needs of users.
* Administered, configured, maintained Salesforce.com application user profiles, roles, assigning Permission sets, generating security tokens, creating **Validation Rule, upgrade installation.**
* Defined objects and Field Level Security for different profiles.
* Worked on the design of the application data model and business process as a part of the technical architect.
* Enhanced Apex **Class and Visualforce** Page to create a custom Related List, showing activities for selected contacts or clients.
* Created and maintained Reports and **Dashboards to** provide fast access to key business metrics.
* Customized Salesforce.com User Profiles by setting Standard and Custom objects layouts, **Custom App, Field-level Security, Permission Sets for client services and marketing.**
* Configured Chatter to track emails from **Outlook to Salesforce by following a user.**
* Responsible for weekly and monthly **data export**, updates, and backup for the organization.
* Used **Apex Data Loader** to Inset, Update, and Import data from **Microsoft Excel** into **Salesforce.com**.

**Environment**: Salesforce CRM, Force.com platform, Salesforce Lightning, Apex, Visualforce, Data Loader, Objects, MySQL.Saleforce.com platform, Service Cloud, Workflow & Approvals, Reports, Custom Objects, Custom Tabs.

**Client: Coventry Health Care- Downers Grove, IL Aug 2016 – Oct 2017**

**Role: Salesforce Admin/Developer**

**Description:** Coventry offers workers' compensation, auto, and disability care- and cost-management solutions for employers, insurance carriers, and third-party administrators. With roots in both clinical and network services, Coventry leverages 30+ years of industry experience, knowledge, and data analytics.

**Responsibilities:**

* Created different profiles and setup the permissions based on the roles in the organization.
* Gained basic Knowledge on lightning App builder to develop **Apps visually**, without code using Custom-build lightning components
* Created server-side controllers to meet the business requirement. Experienced in migrating the standard and custom objects in standard experience to lighting experience
* Developed **Apex Classes, Controller** Classes and **Apex Triggers** for various functional needs in the application with **lightning.**
* Responsible for deployments to Production environment using ANT Tool, Change Sets and Force.com migration tool.
* Proficient in using market products for automation, consumer engagement, and marketing management.
* Developed many requirements using metadata and change set.
* Developed **Apex Classes**, **Apex triggers, Batch apex classes, Scheduled Apex** classes to define more automation process.
* Deployed many applications on **Sales cloud, Service cloud** which includes the call centre and marketing applications.
* Experience in working **SFDC Service Cloud implementation** experience - Service Console, Live Agent, and **Communities**.
* Worked on customizing and development of **Communities**.
* Working with writing **SOQL** and **SOSL** queries.
* Experienced with automating the flow of lead, deal registration and partner data between your Channel Partner Relationship Management system and Salesforce.com.
* Developed complex formulas to calculate response times and show flags reminding customer service reps to respond to customer queries in due time.
* Worked on developing **customer portal** and developed an Application for portal users
* Prepared **Reports** and **Dashboards** and analytical snapshots for executive levels as well as manager levels
* Worked with **Setup Audit Trail** to gather information about client usage and then Migrated Accounts, Leads, Contacts, Opportunities and Sales data from external systems into Salesforce.com instance using **Data Loader.**
* Created custom Visualforce page as well as few extensions to standard page, Apex classes, and Test methods in accordance with the requirements that the standard page would not suffice.
* Designed **Dynamic Approval process** with records to be routed based on **lookup fields** on the record and in accordance to the approval matrix.
* Designed and modified Approval processes and created Approval steps which used email alerts and field updates.

**Environment:** Saleforce.com platform, AppExchange, Visualforce (Pages, Component & Controllers), Apex Language, DML statements, SOQL, SOSL, JavaScript, Data Loader, HTML, Workflow & Approvals, Reports, Custom Objects, Custom Tabs, S-controls, Sandbox data loading, Eclipse IDE Plug-in, Windows, Custom Fields, Triggers, Workflows Rules, Validation Rules.

**Client: HorizonCore InfoSoft - IND Jan 2014 – Mar 2016**

**Role: Salesforce Admin**

**Description**: HorizonCore is an offshore software outsourcing company in India that delivers a range of offshore software services and solutions to facilitate companies to build-up challenging and inventive software products for their daily operations. We offer a real-time and reliable solution to your entire software needs at the most affordable price.

**Responsibilities:**

* Migrated large and unformatted data stored locally to Salesforce using Apex Data Loader.
* Created Reports and **Dashboards** as per the customer requirements.
* Worked on Record Types, Validation Rules, Triggers and Page Layouts.
* Build the organization's role hierarchy by adding the Roles as per the Organization structure and created custom profiles to satisfy the Organization's hierarchy.
* Created Workflow Rules, Page Layouts, Approval Process, Tasks, Email Alerts, Field Updates and Outbound Messages to manage the Workflow & Approvals.
* Worked on various salesforce.com standard objects like Accounts, Contacts, Leads, Campaigns, Opportunities, **Quotes**, **Activities**, **Dashboards** and **Reports**.
* Created new custom objects, assigned fields, custom tabs, components, Custom reports.
* Created custom Reports based on business need and associated them to the Dashboard.
* Developed field & page layout customization for the standard objects which includes Account, Contact, Leads.
* Created Email templates, Approval processes, Page layouts and defined approval actions on them to automate the processes.
* Created workflow rules and defined related tasks, time-triggered tasks, email alerts, field updates to implement business logic.
* Developed complex workflows and approval processes for automating business logic.
* Used **Apex Data Loader** and **Bulk API** for insert, update, and bulk import or export of data from Salesforce.com objects. Used it to read, extract and load data from comma separated values (**CSV**).
* Performed data manipulation to meet the daily / weekly business process.
* Created email services, page layout, mini page layout workflows, record types & field level security as per the user stories.
* Build & assigned users in the role hierarchy as per the design of Solution/ Technical architect.
* Created multiple custom profiles & permission sets to meet the business requirement & process.
* Designed Validation Rules along with Roll-Up Summary Fields to maintain data quality and consistency.

**Environment**: SalesForce.com Platform, Salesforce.com Custom/Standard Objects, Custom Tabs, Page Layouts, Workflow & Approvals, Reports, Custom/Standard Objects, Page Layouts, Reports, Dashboard, Quotes, Role Hierarchies, Sharing Rules, Email Templates, Email Service, Security Controls.